

**MANSFIELD DOWNTOWN PARTNERSHIP  
BUSINESS DEVELOPMENT AND RETENTION COMMITTEE**

**March 12, 2015**

**5:00 PM**

**Mansfield Downtown Partnership Office  
23 Royce Circle**

**MINUTES**

Present: Curt Hirsch, Jennifer Holt

Staff: Cynthia van Zelm

Guest: Suzy Staubach, Manager of the UConn Co-op Bookstore at Storrs Center

**1. Call to Order**

Cynthia van Zelm called the meeting to order at 5:05 in Chair Steve Rogers absence.

Ms. van Zelm updated Committee members on the role of The Wilder Companies going forward. They will be running the monthly tenant meetings. Ms. van Zelm said the Storrs Center businesses had received a list of who to contact about any issues with their space. She said the condo association for Storrs Center, which is controlled by EdR, will now be responsible for addressing building façade, gutters, and drainage issues.

**2. Public Comment**

There was no public comment.

**3. Approval of Minutes from October 9, 2014 and January 7, 2015**

There was no quorum to approve the minutes.

**4. Update from Suzy Staubach, Manager of the UConn Co-op Bookstore at Storrs Center**

Suzy Staubach updated the Committee on some of her observations in their first year or so of business.

Ms. Staubach said the Insomnia Cookies delivery car has sometimes been parking in the handicapped spot in front of the bookstore. Ms. van Zelm will follow-up with Matt Joyce at The Wilder Companies, and Youssef Zaffou with LAZ Parking.

Ms. Staubach said the bookstore had a good holiday season but the winter has been difficult.

She said there is a lot of interest in using the theater. They have started to charge for the space except for student events, to help with overall expenses.

Ms. Staubach said generally their customers are parking in the parking garage.

She has heard that the neighboring restaurants are affected positively when the Co-op is having events.

They have added an art gallery and will be having a show in April with a reception.

Ms. Staubach said they may be adding more clothing to the downtown location.

Jennifer Holt asked if Le Petite Marche Café is part of the Co-op. Ms. Staubach said they treat it as one space although it is technically separate.

Ms. Staubach said the Co-op does a lot of joint events with its sub-tenant, the Ballard Institute and Museum of Puppetry.

Ms. Staubach said she hopes to see more retail in Storrs Center.

She also noted that it will be important to reach out regionally to attract a larger population of shoppers.

She suggested a stroll of businesses that have art in their stores to attract visitors.

## **5. Update on Tenanting and Ideas for future Businesses**

Ms. van Zelm said that Hair Cattery is expected to open in the spring. She said the plans for Wing Stop are being reviewed at the Town. A lease for the 3<sup>rd</sup> space in this building adjacent to Price Chopper is under negotiation.

She noted that E-Fix and More had opened in the former one Tribe space on Royce Circle.

## **6. Adjourn**

The meeting adjourned at 5:50 pm.

*Minutes taken by Cynthia van Zelm.*